

Bonus Video: What is a company?



Bonus Video: What is a business model?

Kev **Partners**



Who are our key partners?

Who are our key suppliers?

Which key resources are we acquiring from partners?

Which key activities do partners perform?

Motivations for partnerships:

Optimization and economy

Reduction of risk and uncertainty

Acquisition of particular resources and activities



Key Activities



What key activities do our value propositions require?

Our distribution channels?

Customer relationships?

Revenue streams?



Production Problem solving

Platform/Network



What key resources do our value propositions, distribution channels, customer relationships, & revenue



Resource Types: Physical, financial human, intellectual

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streams require?



Which one of our customer's problems are we helping to solve?

What value do we deliver to the

Value

customer?

Proposition

Which customer needs are we satisfying?

What bundles of products and services are we offering to each customer segment?



Accessibility/Usability Customization/Design

"Getting the job done" Performance

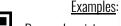
Brand/Status Price/Cost

Newness

Customer Relationships

How will we get, keep and grow customers?

What type of relationship does each customer segment expect us to establish and maintain?



Personal assistance Self-Service

Automated Services

Channels

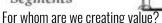


Through which channels do our customer segments want to be reached? How are we reaching them now? How are our channels



integrated? Which ones work best? Which ones are most cost-efficient?

Customer 2 Segments



For whom are we solving a problem or meeting a need?

Who are our primary and secondary customers?

Does the value proposition match their needs?

Markets:

Mass market vs. Niche market

Segmented

Diversified

Multi-sided platform





What are the most important costs in our business model?

Which key resources and key activities are most expensive?



Cost driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) or value driven (focused on value creation, premium value proposition?

Consider: Fixed costs, variable costs and economies of scale.







For what value are our customer really willing to pay?

For what do they currently pay?

How are they currently paying? How would they prefer to pay? How much does each revenue stream contribute to overall sales?

Consider:

Types of revenue streams and pricing models (fixed or dynamic)

